

**Amendments to the Claims:**

Please replace all prior versions, and listings, of claims in the application with the following listing of claims:

1. (Currently amended): A bungee cord hook comprising:
  - a base portion having a top and a bottom, wherein said top has including a first end and a  
second end; and
  - a hook portion, having a first portion extending in a direction outward from said first end  
and a second portion curving away from said first end and said second end base portion.
2. (Currently amended): The bungee cord hook of claim 1, wherein said hook portion includes  
a flared base portion hook end and an angled portion, wherein said flared base portion angled  
portion strengthens a connection between connects said hook portion with and said base  
portion.
3. (Currently amended): The bungee cord hook of claim 1 1[[2]] wherein said hook portion  
includes an angled back side portion is angled back toward the base portion of the bungee  
cord hook to provide greater clearance for securing said hook portion to an object.
4. (Original): The bungee cord hook of claim 1, wherein said base portion and said hook  
portion are comprised of overmolded plastic.
5. (Original): The bungee cord hook of claim 1, further comprising an indicator plate located  
on said base portion.
6. (Original): The bungee cord hook of claim 5, wherein said indicator plate is recessed within  
said base portion.
7. (Original): The bungee cord hook of claim 5, wherein said indicator plate is covered by a  
clear protective window.

8. (Original): The bungee cord hook of claim 1 further comprising a protective bumper.
9. (Original): The bungee cord hook of claim 8, wherein said protective bumper is located along a circumferential surface of said base portion.
10. (Original): The bungee cord hook of claim 9, wherein said protective bumper aligns with said hook portion.
11. (Original): The bungee cord hook of claim 8, wherein said protective bumper includes a set of grooves.
12. (Currently amended): A bungee cord comprising:
  - (a) a stretchable cord; and
  - (b) a bungee cord hook secured to either end of said stretchable cord, wherein each of said bungee cord hooks comprise:
    - (i) a base portion having a top and a bottom, wherein said top has including a first end and a second end; and
    - (ii) a hook portion, having a first portion extending in a direction outward from said first end and a second portion curving away from said first end and said second end base portion.
13. (Currently amended): The bungee cord of claim 12, wherein said hook portion includes a flared base portion hook end and an angled portion, wherein said flared base portion angled portion strengthens a connection between connects said hook portion with and said base portion.
14. (Currently amended): The bungee cord hook of claim 12[[13]], wherein said hook portion includes an angled back side portion is angled back toward the base portion of the bungee cord hook to provide greater clearance for securing said hook portion to an object.
15. (Original): The bungee cord of claim 12, wherein said base portion and said hook portion are

comprised of overmolded plastic.

16. (Original): The bungee cord of claim 12, further comprising an indicator plate located on said base portion.
17. (Original): The bungee cord of claim 16, wherein said indicator plate is recessed within said base portion.
18. (Original): The bungee cord of claim 16, wherein said indicator plate is covered by a clear protective window.
19. (Original): The bungee cord of claim 12 further comprising a protective bumper located along a circumferential surface of said base portion.
20. (Original): The bungee cord of claim 19, wherein said protective bumper aligns with said hook portion.
21. (Original): The bungee cord of claim 19, wherein said protective bumper includes a set of grooves.
22. (Currently amended): A bungee cord hook comprising:
  - (a) a base portion having a top, a bottom, and a circumferential surface, wherein said top has including a first end and a second end and a circumferential surface;
  - (b) a hook portion extending from said first end of said base portion; and
  - (c) an indicator plate ~~formed in a recess in~~ located on said circumferential surface of said base portion.
23. (Currently amended): The bungee cord hook of claim 22 wherein said indicator plate acts as an indication of a length of said bungee cord ~~provides information regarding the length of a cord attached to said bungee cord hook.~~

24. (Currently amended): The bungee cord comprising:

- (a) a stretchable cord; and
- (b) a bungee cord hook secured to either end of said stretchable cord, wherein each of said bungee cord hooks comprise:
  - (i) a base portion having a top, a bottom, including a first and second end and a circumferential surface;
  - (ii) a hook portion extending outward and away from said base portion; and
  - (iii) an indicator plate ~~formed in a recess in~~ located on said circumferential surface of said base portion.

25. (New): The bungee cord of claim 24 wherein said indicator plate acts as an indication of a length of said bungee cord.

26. (New): A bungee cord, comprising:

- (a) a stretchable cord;
- (b) a first bungee cord hook secured to an end of said stretchable cord, wherein said first bungee cord hook comprises:
  - (i) a base portion having a top and a bottom, wherein said top has a first end and a second end; and
  - (ii) a hook portion, having a first portion extending in a direction outward from said first end and a second portion curving away from said first end and said second end; and
- (c) a first indicator plate located on said first bungee cord hook, wherein said first indicator plate acts as an indication of said bungee cord length.

27. (New): The bungee cord of claim 26 wherein a second bungee cord hook is secured to an opposite end of said stretchable cord, wherein a second indicator plate acting as an indication of said bungee cord length is located on said second bungee cord hook.

28. (New): The bungee cord in claim 27, wherein said first indicator plate and said second indicator plate are located on said base portion of the corresponding bungee cord hook.

29. (New): The bungee cord in claim 28, wherein said first indicator plate and said second indicator plate are located on a circumferential surface on said base portion of the corresponding bungee cord hook.
30. (New): The bungee cord in claim 27, wherein said first indicator plate and said second indicator plate are recessed within said base portion of the corresponding bungee cord hook.
31. (New): The bungee cord in claim 27, wherein said first indicator plate and said second indicator plate are covered by a clear protective window.